

Subject: RE: RE: Halloween Proposal<MFilson@downtownla.com>, Dawn Eastin <dawn@downtownnews.com>
From: "Henna Sherzai" <HSherzai@downtownla.com>
Date: 08/31/2016 01:43 PM
To: "Michael Lamb" <michael@downtownnews.com>, "Michael Filson" <@>

Hi Michael,

Mike and I did notice that! He is managing all things Halloween and will get back to you.

From: Michael Lamb [mailto:michael@downtownnews.com]
Sent: Wednesday, August 31, 2016 1:26 PM
To: Henna Sherzai <HSherzai@downtownla.com>; Michael Filson <MFilson@downtownla.com>; Dawn Eastin <dawn@downtownnews.com>
Subject: Halloween Proposal

Hello Mike and Henna,

I can't believe we are already talking about Halloween. After looking at my original email to you Henna, I didn't include all of the items from last year so after putting my Focus Hat on, listed below is what you did last year in full including the value added items.

2015 Campaign

Halloween

- 3 2/3 page ads (10/5 FALL A&E issue, 10/19, 10/26)
- 2 Front Page Banners (10/12, 10/19)
- Leaderboard (10/6 through 10/31)
- 4 weeks Enhanced Calendar Listing (10/5, 10/12, 10/19, 10/26)

Downtown News would love to have a table again and provide goodies for the kids.

Campaign Total: \$7480

This year, our online ad placements have changed to better serve all devices so we have made adjustments in the proposal below and added some more added value. In addition we have proposed dates for the 2 front page banners that are closer to the event date for mind share the week before and week of. Here is what we propose this year:

2016 Campaign

- 3 2/3 pages (10/10, 10/17, 10/24)
- 2 Front Page Banners (10/24, 10/31)
- 1 Carousel ad on DowntownNews.com - appears on all photo carousels desktop and mobile (Month of October)
- 4 Weekly or daily eblasts (Month of October)
- 4 Weeks Enhanced Calendar Listing in print (10/3, 10/10, 10/17, 10/24)
- 4 Weeks Sponsored Calendar Listing on Downtown News home page and calendar pages (Month of October)

We would love to have a table again to provide goodies for the kids.

Discounted Campaign Total: \$7480

Value Added Total: \$3645

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Schedule a call with me:

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